

62

67th year of quality seed

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Be

# *Steele's* **Mastodon<sup>®</sup> Pansies**

Mastodon is a Registered Trade Mark Name of Steele's Pansy Gardens Inc., Portland, Oregon

*Steele's*  
**Pansy Gardens Inc.**  
P. O. Box 4555  
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.





# Why not visit Oregon's Centennial

This year the state of Oregon is celebrating one hundred years of statehood. Steele's Pansy Gardens have been part of Oregon's horticultural heritage for sixty-seven of those one hundred years.

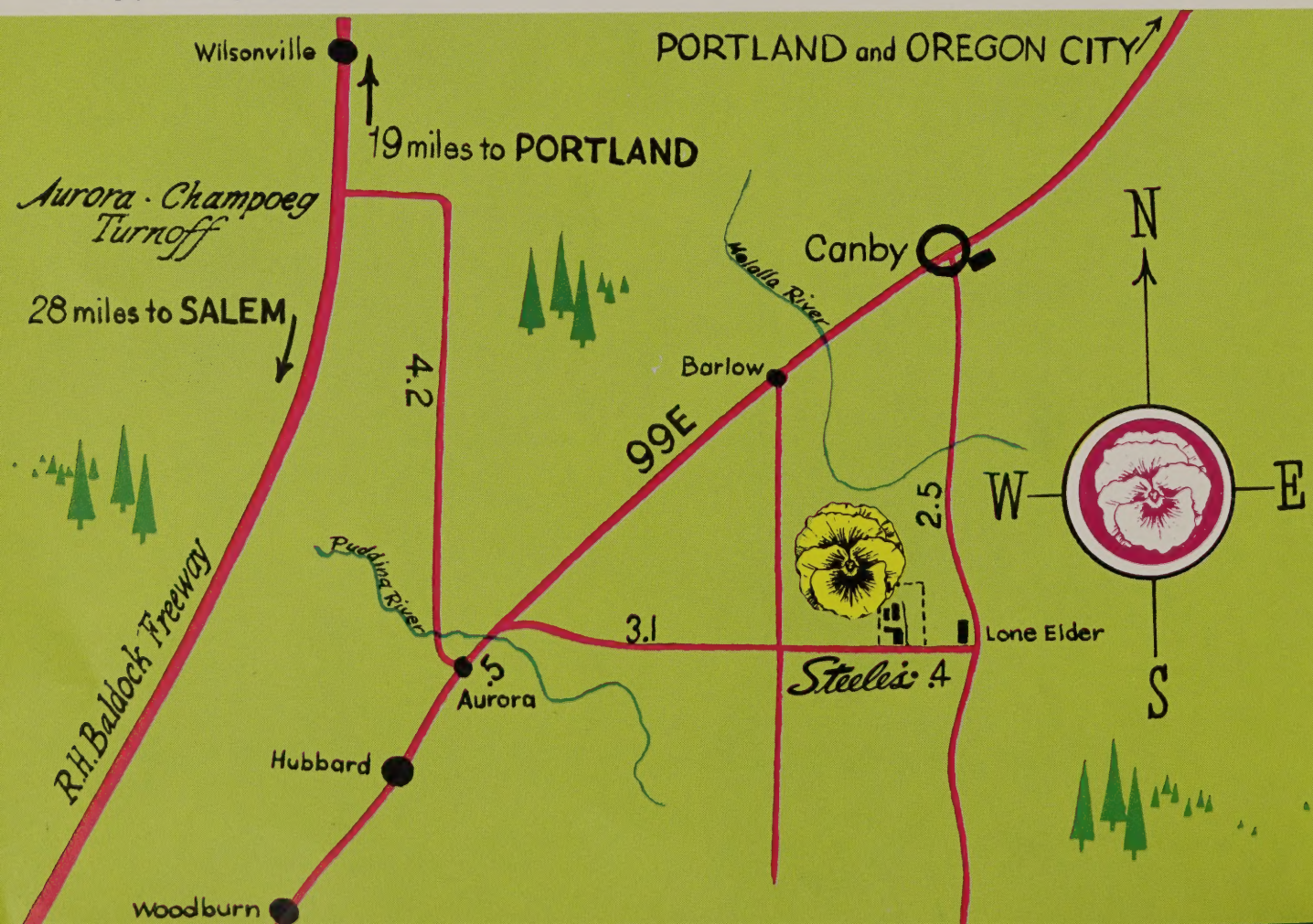
The yearning of a young man, Eldon J. Steele, to be a part of the great Northwest led him to settle in Portland. His love of flowers, especially pansies, caused him to make them his life work, and the results of his patient toil produced a strain of pansies that became famous in every part of the world. He found Oregon ideal in climate and soil for the breeding of pansies, so hardy that they are grown in every climate from Alaska to tropical Florida.

Pansy lovers find the Steele strains rich in color, huge in size, and unlimited in new and beautiful color combinations as each year rolls around.

We wish to extend to our friends, wherever they may be, a cordial invitation to visit Oregon and our gardens during this Centennial celebration.

## How to get to Steele's

Regardless of how you approach Portland—from the east, west, north or south you will find it easy to locate Steele's. We are south of Portland and this map shows our gardens in relation to the major highways. Once you are in this area almost anyone can tell you how to reach our place. We do look forward to seeing you this year.







Pictured above is the center field of the Santa Anita race track in Arcadia, California. The flower design is a planting of Steele's Mastodon Pansies. The outside border is Pay Dirt, the middle design Adonis and the center Sea Blue. Steele's pansies have been used at Santa Anita every year since opening. The men responsible for the grounds and plantings are Mr. Ray Rogers, Assistant General Manager, Mr. William Quigley, Track and Ground Foreman, Mr. Pete Martinez, Head Gardener.

Choose from these many separate

colors

**Jumbo Pay Dirt** —our origination. The largest pansy in the world for average size—golden yellow with dark ray. Outsells all others.

**Jumbo Moon Moth** —the dark blue penciled markings radiating from the center intensify the effect of its purity of color. The best and largest white pansy. To spark the night.

**Jumbo Bronze Tones** —a blend of many grand colors ranging from old gold, coffee, and copper tones to deep bronzes. Many smoky blue-bordered types. All excellent texture and perfect form—huge size. A true Jumbo strain, the result of many years' selection from our Jumbo fields. Connoisseur's delight.

**Jumbo Madame Steele** —a rich velvety royal purple of huge size and heavy substance. A favorite through the years.



**Jumbo Beaconsfield**—upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect. A Lordly creation.

**Gorgeous**—uniform, velvety, ruby red. Compact growth. A cardinal favorite.

**Mlle. Irene**—copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. A Persian garden.

**Sea Blue**—a large bright blue pansy with darker blotch. Finest of the deep blues. Makes an effective combination with Pay Dirt or Moon Moth. Crater Lake blue.

**Adonis**—light blue to lavender colors. Largely a Jumbo type, the earliest flowering in our field. Much improved, larger, and more intense in color. Has a small, perky face. A fast seller. An Alice blue gown.

**Golden Gate**—a fine golden yellow with dark blotches on lower petals. Very resistant to heat and drouth and compact in growth habit. Larger than ever—much improved. Reflection of the sun.

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.
Jumbo Pay Dirt	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00
Jumbo Moon Moth (White)	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00
Jumbo Bronze Tones	1.00		1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00
Jumbo Madame Steele			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00
Jumbo Beaconsfield			1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00
"Gorgeous"			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00
Mlle. Irene			1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00
Sea Blue			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00
Adonis			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00
Golden Gate			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00

Try our superb

# mixtures

**Jumbo Mixed**—Our origination—Immense blooms in well-balanced color blend with copper, brass, red, vermillion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose, and wine; and many other rare and exquisite colors. Cold resistant in severe climates, winter flowering in mild. You can make several sowings of this strain to extend your selling season. A man's favorite.

**Butterfly Hybrids**—Our origination—Predominantly pastel with shades of pink, terra cotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting. A woman's delight.

**Super Swiss "400" Mixes**—One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations; many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains. An artist's palette.

**Jumbo Sunset**—this is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as the earliest of blooms. A sensation for all.

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.
Jumbo Mixed	1.00			1.90	3.40	6.10	10.35	16.55	29.80	42.20	53.00	103.50	199.50
Butterfly Hybrids			1.00	1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	88.25	170.00
Super Swiss Mixed			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	43.35	84.70	163.30
Jumbo Sunset	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00		



Here are ways to get

**F**aster Delivery

Be sure to check your order carefully and send remittance in full by money order, or check if no Florist Credit Rating. Write your name and address plainly, including zone number, as stricter postal regulations require zones for delivery of mail. If you plan to make several plantings this year, tell us when and we will ship your seed

to reach you at the proper time. Warm climates are not safe to store pansy seed unless kept under mild refrigeration. We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed. All Steele's seed is shipped in our Originator's Pack.

## Pansy **S**ales Aids to help you earn more net profit

### COMMERCIAL PANSY CULTURE, 1958 Edition

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects.

PRICE 50 CENTS

### SLIDES AND POSTERS

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. No handling charge for the loan of these outstanding slides. Free on request with each order of \$2.50 or more is our beautiful FOUR-COLOR PANSY POSTER PAINTING by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 35th year for the STEELE PANSY POSTER—a tradition among pansy lovers all over the world.

### NEWSPAPER MATS

One mat can be used many times, so run your ad often and regularly. An easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$10.00 or more or 10 cents with orders under \$10.00.

### RADIO COPY

An easy way to promote quick sales. Write for details on 20-second and one-minute tie-ins for radio.



### COLORFUL FLAT STICKERS

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$10.00 order. Be sure to ask for them.

### PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture—and insures the best results from Steele's Mastodon pansy plants after they leave your hands. \$1.25 per hundred.

**Send for your  
Sales Aids today**



# Sales Aids

Before you tear out and seal this self-addressed, postage-paid envelope decide which of the many sales aids you are going to need. Enclose list with order.

FOLD HERE

FOLD HERE

*Steele's*

**Pansy Gardens Inc.**

P.O. Box 4555

2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.

PLACE  
4c STAMP  
HERE

*Steele's Pansy Gardens*

FOLD HERE

# Get faster delivery

Check order carefully. Be sure to write name and address clearly. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time.





# Steele's®

## Pansy Gardens Inc.

P.O. Box 4555

2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.



DO NOT WRITE IN THIS SPACE

Date Wanted\_\_\_\_\_

Date Rec'd\_\_\_\_\_

Date Shipped\_\_\_\_\_

PRICE LIST

# Mastodon® Pansies

ORDER TODAY

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_Zone\_\_\_\_\_State\_\_\_\_\_

**ORDER  
INSTRUCTIONS**



To order circle variety and quantity in appropriate square. Carry amount to right hand column and total at bottom.

Enclosed find my remittance in the amount of \$\_\_\_\_\_

☐ Check

☐ Florist Credit Rating

☐ Money Order

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.	Total
Jumbo Mixed		\$1.00		\$1.90	\$3.40	\$6.10	\$10.35	\$16.55	\$29.80	\$42.20	\$53.00	\$103.50	\$199.50	
Butterfly Hybrids			\$1.00	1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	88.25	170.00	
Super Swiss Mixed			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	43.35	84.70	163.30	
Jumbo Sunset	\$1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00			
Jumbo Pay Dirt	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00			
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Golden Gate			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00			

**ORDER SALES AIDS** by checking the square in front of the sales aid wanted. Figure total cost of the ones ordered and write this figure in space provided on order blank.

- ☐ COLORFUL FLAT STICKERS  
☐ PAMPHLET ON GROWING  
☐ COMMERCIAL PANSY CULTURE 1958 Edition

- ☐ SLIDES AND POSTERS  
☐ NEWSPAPER MATS  
☐ RADIO COPY

*Cost of Sales Aids*

**TOTAL**

This flap is gummed, ready to seal.  
**NO ENVELOPE NECESSARY**  
 Just Fold and Seal





**GLACIER PARK, MONTANA.** This impressive planting of Steele's Mastodon Pansies is on the grounds of the Glacier Park Lodge. Mr. Walter Richards, Head Gardener, is responsible for the care of the pansies and keeps them blooming during the season.



**Glacier Park Lodge  
pansy planting in bloom  
by June 15th**

Steele's Pansies for Glacier Park Lodge are germinated in the Monroe greenhouse of the Great Northern Railway by the horticultural staff headed by Mr. Tony De Rooy, Supervisor of Parks for the Railway. They are planted in January and transplanted into 3" peat pots set in flats. This is done in order to reduce the shock of transplanting to the park grounds where they are shipped in early May. By May 1st the plants are beginning to show buds and suffer practically no set-back, due to the peat pots. They are watered twice with a transplanting solution and make an excellent display by June 15th, the hotel opening date.



**THIS VIEW OF SANTA ANITA** race track is in sharp climate contrast to the two views of Glacier Park, yet notice how Steele's Pansies bloom in each area. The pansies are Steele's Jumbo Mixed and Pay Dirt.











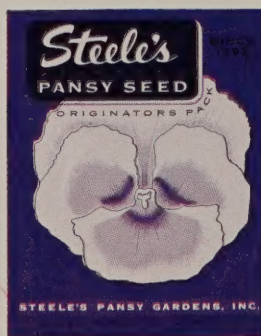
*Grown by Bob's Greenhouses, Portland, Oregon*

## **Steele's Pansies bring top prices**

These Steele's Pansies were seeded in the greenhouse in October and germinated in 7 days. First transplanting took place the first part of December. Pansies were re-planted in plant bands the last of January. In February were taken out of the greenhouse and placed outside under cover. Pansies were ready for the retail market by end of March.

### **Look for the Originators Pack**

Steele's Mastodon Jumbo Pansy Seed is shipped only in Originators Pack, and is not genuine Steele's seed unless received in the Originators Pack. This is for your protection and convenience.



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